



DRAFT v8

SMART GRID:

Privacy Awareness and Training –
Information for Consumers

A Starting Point

April 2012

SGIP-CSWG Overview

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- SGIP
- CSWG
- Disclaimer:

These slides were created by the CSWG Smart Grid Privacy group to provide a tool for organizations involved with the Smart Grid to use to help facilitate training and awareness about Smart Grid privacy issues and risks with the consumers with whom they interact. These slides are not endorsed by NIST, nor are they required to be used under any existing law or regulation. They are also not intended to be considered as legal advice.



The Purpose

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To help Smart Grid entities address privacy issues related to consumer adoption of Smart Meters and related Smart Grid technologies

- Understanding what information may be collected
- Describing why information is collected
- Explaining how information is used
- Knowing how information may be securely stored
- Knowing who may have access to this information
- Knowing information about retention and disposal standards
- Understanding consumer concerns, any existing rights and any existing safeguards



Our Objective

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To help promote effective privacy training and awareness communications and activities for all participants within the Smart Grid and provide tools to support this objective that will also document the:

- Topics that should be covered
- Training/Awareness possibilities
- Possible communication methods



The Audiences

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- Users of Smart Grid technologies vary from utilities and consumers to government agencies and vendors.
- Each audience requires a unique approach and message regarding privacy for information related to Smart Grid technologies.
- There are many types of audiences involved and some may be involved simultaneously.



Those Dealing with Consumers

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Information gathered that should be covered by training and awareness messages could include (*this is not an all-inclusive list*)

- Personal information
- Energy usage
- Location enabled technologies (e.g., GPS coordinates)
- Smart Meter identifiers (e.g., AMI IP address)
- Consumer home area network (HAN) / energy management systems and associated data
- Plug-in Electric Vehicle (PEV) data
- Common misconceptions about smart meter privacy
- Add other and future topics as needed



Some Smart Grid Basics to Cover

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Trainers should consider covering some basic information about the electric Smart Grid and its components. Here are some suggestions:

1. What are some of the advantages of having a Smart Grid over the old electric grid?
2. What is the difference between a traditional electric meter and a “smart” meter?
3. Who typically has access to smart meter data?
4. How is the smart meter, and the larger Smart Grid, able to possibly help people save money on their utility bill?
5. What is a “demand-response” program?



Topics for Consumers

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Consumers should have access to a wide range of topics that help them to understand why their information is necessary and how they may save money and obtaining greater awareness and control of energy usage through the use of a smart meter. Consumers also are being bombarded with bad information.

- 1. *Consumer Rights***
- 2. *Basic privacy principles***
- 3. *Identifying privacy-impacting data***
- 4. *How data is safeguarded (general overview)***
- 5. *Applicable laws and regulations***
- 6. *Privacy practices exercised by the utility or other entity that possesses energy usage data***
- 7. *Obligations of other entities, third parties, and contracting agents***
- 8. *Debunking smart meter urban legends and myths***



Training Possibilities for Consumers

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The following are some of the methods that are good to consider for providing training to various consumers:

- Online training modules (produced in-house or outside of the organization)
- Webinars
- Social media videos, such as via YouTube, VEVO, etc.
- Free Seminars/Conferences
- Other training activities
- See more ideas within SP 800-50 "Building an Information Technology Security Awareness and Training Program" at

<http://csrc.nist.gov/publications/nistpubs/800-50/NIST-SP800-50.pdf>



Awareness Possibilities for Consumers

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Each group providing education to consumers should choose the best communication method for its demographic group. Some possibilities include:

- Inbound call centers
- Texting for those who opt-in
- Websites
- Social media sites; e.g., Facebook, YouTube, Twitter
- Radio/TV
- Print (i.e., magazines, newspaper, posters, account billing inserts)
- Email
- Podcasts
- Meetings at:
 - Libraries, or
 - Civic Groups
- Home improvement shows, at booths or kiosks



Groups to Deliver Education

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Depending on the targeted audience (external or internal), the individuals or groups that deliver the training and awareness messages can impact the overall acceptance of the message. Here are groups that have expertise in privacy and may be able to provide resources and/or assistance for training activities and/or awareness communications:

- Representative from within a utility, vendors, and other Smart Grid stakeholders
- PUC training areas
- Better Business Bureau
- Government agencies (e.g., DoE, FTC, NIST)
- GridWise Architecture Council (GWAC)
- National Association of State Utility Consumer Advocates (NASUCA)
- Smart Grid Interoperability Panel (SGIP) Cybersecurity Working Group (CSWG)
- Agency on Aging (for the elderly)
- Smart Grid Consumer Collaborative
- Consumer groups

